

Nancy

K&D

Kobs & Draft
633 Third Avenue
New York, NY 10017
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July 28, 1992

Ms. Claire Iwatsu
Philip Morris
120 Park Avenue
New York, NY 10017

RE: Parliament Mailing #2 - Revised Estimate

Dear Claire:

Enclosed please find a revised estimate for Parliament Mailing #2 which reflects the additional production costs of retouching the bag artwork.

As we discussed, there are two chromes for this artwork - one with a silhouette and one without. The silhouetted version is for the non-sweepstakes letter, while the non-silhouetted version is for the front of the buckslip. From a creative standpoint, we recommend using both chromes, since the non-silhouetted version will create more impact on the buckslip. Please note that even with this incremental cost, the total cost for this mailing does not exceed the \$150,000 that is budgeted.

Please review and return the signed estimate. If you have any additional questions or concerns, don't hesitate to call.

Regards,

Lisa Bonanate

Lisa Bonanate
Assistant Account Executive

PMcc: N. Parmet
B. Trach
K&Dcc: L. Kimmel

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